

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 834-9232
Fax (716) 634-3145

August 12, 1997

RJR Account #509977
Mr. F. Stewart
H. FOURTUNIS DBA A-W

SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear Fred:

SALEM .30¢ tear tape product has been ordered, as well as 54 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:	0.4890
SKU WT (w/o Product):	1.4480 lbs
Retail Sales Offers per Sku:	40 units
Billing per Sku:	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (8 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162309

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

Never Shipped - Canceled or refused?
11/12/97

11/21/97
R. Cote advised that will be ordered by 12/5/97
Arrival 11/25 & 12/2

173643

51855 9854

SEPTEMBER DELIVERY
SALEM TEAR TAPE
H. FORTUNIS DBA A-W

September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

PACK NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON ATTACHED CUSTOMER LIST

SALEM FULL FLAVOR

SALEM LIGHT

SALEM FULL FLAVOR 100

SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off	
12300-24194	Full Flavor	12/2 4 2	2
12300-24196	Light	12/2 4 2	2
12300-24195	Full Flavor 100	4 2	2
12300-24197	Light 100	4 2	2

Product / Premium Arrival: September 2, 1997

Ship Date to Retail: Week of: September 8, 1997

EFT \$ Amount: \$5,725.15

Non-EFT \$ Amount: \$N/A

3024.30

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO
RETAILERS AT STORE LEVEL.

SEPTEMBER DELIVERY

51855 9855

OCTOBER DELIVERY
SALEM TEAR TAPE
H. FORTUNIS DBA A-W

October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>4</u>
12300-24196	Light	<u>3</u>
12300-24195	Full Flavor 100	<u>4</u>
12300-24197	Light 100	<u>3</u>

Product Arrival:

October 6, 1997

(No Displays will be shipped)

Ship Date to Retail:

Week of: October 13, 1997

EFT \$ Amount:

\$5,009.51

Non-EFT \$ Amount:

\$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

OCTOBER DELIVERY

Handwritten notes and calculations:

12/2 2
2
2
2

12/8 2
1
2
1

2268.22

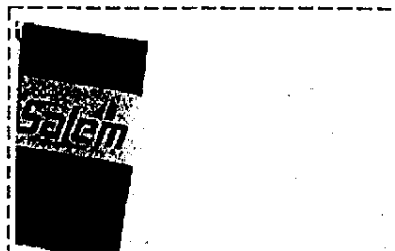
51855 9856

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS													
SR	TLIN	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	WHLR	VAP WHLSR NAME	SUPPLIER	Salem King	Salem FF 100	Salem Lt	Salem Lt 100
162308	130749		CHANINGVILLE DELI	23 CHANNINGVILLE RD	WAPPINGERS FALL	NY	509977	H.FOURETUNIS DBA A W	0	2	2	2	2
162308	562452		SIXTY SOUTH AVE. INC	DBA VILLAGE SERVICE	WAPPINGERS FLS	NY	509977	H.FOURETUNIS DBA A W	0	1	1	1	1
162309	179371		MINI MARKET	501 HIGHLAND AVE	PEEKSKILL	NY	509977	H.FOURETUNIS DBA A W	0	3	3	3	3
162309	179408		DA ROSE CORNER STORE	102 ALBANY POST RD	BUCHANAN	NY	509977	H.FOURETUNIS DBA A W	0	3	3	3	3
162309	696105		DELTA MOTORS	35 SMADBELU AVENUE	CARMEL	NY	509977	H.FOURETUNIS DBA A W	0	2	2	2	2
162309	716251		SOMERS MOBIL	291 ROUTE 100	SOMERS	NY	509977	H.FOURETUNIS DBA A W	0	1	1	1	1
162309	787069		FUEL & WASH	91 GLENEIDA AVE	CARMEL	NY	509977	H.FOURETUNIS DBA A W	0	2	2	2	2
509977 Total										14	14	14	14

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS												
SR TERR	ACCT#	ACCOUNT NAME	ADDRESS	CITY	ST	WHLSR	VAP WHLSR NAME	SUPPLIER	VAP	FF	Salem King	Salem Lt 100
162210	130376	OTTISVILLE CONV ST	ROUTE 211	OTTISVILLE	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162210	178902	PERINO'S DELI.	ROUTE 6	SLATE HILL	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162210	179180	LAKES OF CIRCLEVILLE	ROUTE 302	CIRCLEVILLE	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162210	641280	GNP PETROLEUM INC	RT 211	MIDDLETOWN	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162210	688667	FAIR OAKS GENERAL ST	RR 8 BOX 279	MIDDLETOWN	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162210	705602	KELLY'S DELI	210 N MAIN ST	LIBERTY	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162210	705901	BORDERLINE DELI	1226 BURLINGHAM RD	PINE BUSH	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162305	754480	M&M MOBIL, INC.	1000 FLATBUSH RD	KINGSTON	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162306	178453	JAMES' GENERAL STORE	PO BOX 346	NAPANOCH	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162307	286486	MAGYAR'S SERVICE CTR	704 ROUTE 9W	MIDDLE HOPE	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162307	331060	NORTH PLANK MOBIL	175 N PLANK RD	NEWBURGH	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162307	567459	H.N. OF NEWBURGH, INC	352 BROADWAY	NEWBURGH	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162307	594992	BRIDGE CIRCLE DELI	77 MILTON AVE	HIGHLAND	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162307	596448	SIDDIQUE PETROLEUM	185 MAIN ST	NEW PALTZ	NY	203290	HARRY FORTUNIS INC	913178	4	4	4	4
162307	638321	ONTERIO ENTERPRISES	30 S PLANK RD	NEWBURGH	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162307	666444	IRELAND CORNERS	551 STATE ROUTE 208	NEW PALTZ	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162307	667003	JAY DEE'S DELI	WALKILL AVENUE	WALKILL	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162307	672417	MARKONIC'S DELI MKT	1191 RT. 9W #28	MARLBORO	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162308	130383	K & D DELI, INC.	264 NORTH RD	POUGHKEEPSIE	NY	203290	HARRY FORTUNIS INC	203290	2	2	2	2
162308	178627	SOUTHGATE DELI. AND	658 SOUTH RD	POUGHKEEPSIE	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	178726	AMENIA VARIETY	ROUTE 22 & 44	AMENIA	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	307545	9G CITGO	403 VIOLET AVE	POUGHKEEPSIE	NY	203290	HARRY FORTUNIS INC		0	4	4	4
162308	411813	SALT POINT GETTY	BOX 179 RD 1 RT 44	SALT POINT	NY	203290	HARRY FORTUNIS INC		0	3	3	3
162308	440786	ABC GROCERY	22 DE LAVAL PL	POUGHKEEPSIE	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	619772	GETTY SERVICE STATIO	355 MILL ST	POUGHKEEPSIE	NY	203290	HARRY FORTUNIS INC		0	10	10	10
162308	667150	RED OAKS DELI MART	17 VASSAR RD	POUGHKEEPSIE	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	667776	SUNOCO RT. 22	RTE 22	DOVER PLAINS	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	669437	S&D FOOD STORE INC	250 HOOKER AVE	POUGHKEEPSIE	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	669448	DAIRY MART #6612F	MYERS CORNERS RD	WAPPINGERS FLS	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	682626	AL ROYAL PETRO INC	RTE 9G 646 VIOLET AVE	HYDE PARK	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	696040	SUNOCO S/S	FAMILY QUICK STOP 2	HOPEWELL JCT	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	716020	VILLAGE DELI	RT. 22	WINGDALE	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162308	746373	PMK PETROLEUM BP	340 VIOLET AVE	POUGHKEEPSIE	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162308	767054	GENE'S SERVICE CNTR	110 FREEDOM PLAINS R	POUGHKEEPSIE	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162308	843136	FAMILY QUICK STOP	10 WEST MAIN STREET	PAWLING	NY	203290	HARRY FORTUNIS INC		0	2	2	2
162309	068522	GARRISON MART	PO BOX 48	GARRISON	NY	203290	HARRY FORTUNIS INC		0	1	1	1
162309	179143	JAYS DELI	497 ROUTE 32	HIGHLAND MILLS	NY	203290	HARRY FORTUNIS INC		0	2	2	2

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS												
SR TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	WHL SR	VAP WHLSR NAME	SUPPLIER	Salem			
									VAP	FF	Salem	Salem
									King	FF 100	King	Lt 100
162309	365630	DAVIG CORP. D/B/A	EASY STOP	BREWSTER	NY	203290	HARRY FORTUNIS INC	0	2	2	2	2
162309	397629	BASSO DELI, INC.	D/B/A M & R MARKET	FORT MONTGOMERY	NY	203290	HARRY FORTUNIS INC	0	1	1	1	1
162309	436555	D A K S TECH., INC.	4 SMITH CLOVE RD	CENTRAL VALLEY	NY	203290	HARRY FORTUNIS INC	0	1	1	1	1
162309	460627	STORMVILLE CITGO	ROUTE 216	STORMVILLE	NY	203290	HARRY FORTUNIS INC	0	2	2	2	2
162309	728412	SHIVAM VARIETY INC.	307 MAIN ST	HIGHLAND FALLS	NY	203290	HARRY FORTUNIS INC	0	2	2	2	2
162309	745253	HARRIMAN EXXOM	2 MELODY LANE NORTH	CENTRAL VALLEY	NY	203290	HARRY FORTUNIS INC	0	1	1	1	1
203290 Total									83	83	83	83

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS											QUANTITIES					
SR	ACCT	FULL NAME	ADDRESS	CITY	ST	CHAIN ID	CHAIN NAME	VAP JBR	VAP W/LSR NAME	VAP SUPPLIER	SALT KG	SALT FF 100	SALT KG	SALT FF 100		
133005	130769	84 QUIK STOP	ROUTE 17M	NEW HAMPTON	NY			0	203290	HARRY FORTUNIS INC	0	2	1	3	2	
133005	179116	QUAKER CREEK	STORE, INC.	GOSHEN	NY			0	203290	HARRY FORTUNIS INC	0	2	1	3	1	
133005	600426	A PLUS	590 BROOKSIDE AVE	CHESTER	NY	0362 01 02	SUN COMPANY APLUS		203290	HARRY FORTUNIS INC	0	5	3	7	4	
133005	696085	SHAIKAT CIGARETTE VE	RRT BOX 13	GOSHEN	NY			0	203290	HARRY FORTUNIS INC	0	2	1	3	1	
											HARRY FORTUNIS INC Total		11	6	16	8



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR SEPTEMBER AND OCTOBER 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51855 9861

09/22/97

ACCOUNT NUMBER: 509977	W.FOURTUNIS DBA A-W
VOUCHER NUMBER: 15370912	15 REV GF WIGGINS PL
DATE WRITTEN: 09/22/97	PEEKSKILL , NY 10566
STATUS: PAID	
AMOUNT PAID: 112.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	8.00	112.00

EXPLANATION: SALEM TEAR TAPE #701497: SEPTEMBER/OCTOBER/SR 162309

51855 9862